

Contestants! Come in To-day and To-morrow for FREE VOTES

Another grand distribution of thousands of free votes.
Boost your standing in the contest! Send in your friends.
Here's how to get these free votes:

Each contestant who visits Contest Headquarters and registers with The Advocate to-day or to-morrow will be credited with 100 free votes.

Each supporter of any contestant who registers with The Advocate on these days will be allowed to cast 50 free votes for his favorite. The more people contestants bring or send in, the more free votes they get.

SEE THAT YOU GET YOUR SHARE.

Everybody's Interested in the Display of Awards and Merchandise.

Washington has never seen a more interesting exhibit. The products on display and for sale cover practically every need. The value and beauty of awards are exciting favorable comment on every hand. The \$25,000 Contest is so unusual—so big and so interesting—that it's no wonder it has become the talk of the city.

Contestants are on the jump—planning, working—the contest gets keener every day. Manufacturers and retailers co-operating in the contest report an ever-increasing demand for votes all over the city.

Good Music To-day and To-morrow.

The special features of the opening days are to be repeated to-day and to-morrow. Special demonstrations of advertised products, freshly trimmed booths, free samples of many products—and, above all, FREE VOTES for contestants and their supporters.

These are going to be glorious days for contestants. We've made preparations to welcome even bigger crowds than attended the opening. A large and capable corps of floor managers, salespeople, and demonstrators will be at the service of visitors.

RULES OF THE CONTEST.

Every contestant should be familiarly acquainted with the rules and conditions governing the contest. They should be strictly adhered to. Read them carefully and observe them in letter and spirit. They are as follows:

1. Any reader of The Herald may nominate himself or another person by filling out the nomination blank and sending it to The Advocate; or, if he has not the nomination blank at hand, by forwarding the name, address, and telephone number, if any, of the person placed in nomination. Upon acceptance, proper notification will be made, and 1,000 votes will be credited to the contestant as a "starter."
2. Merchants and manufacturers co-operating in the contest, employees of the firms, members of their families, and employees of The Washington Herald and members of their families are barred from competing.
3. In case of tie votes, the article involved will be sold and the proceeds equally divided among the contestants.
4. Contestants are requested to send their votes to The Advocate as often as possible. Persons may cast votes for any of the contestants, but those once sent
5. Votes can be obtained only by patronizing the firms and products advertised in connection with the contest.
6. The Washington Herald reserves the right to introduce new advertisers at any time during the contest. Contestants should watch the paper every day for these changes. The advertisement of any retail merchant or manufacturer of products may be withdrawn at any time by The Washington Herald for good reason. In such event votes will not be counted for the firm after the date that the advertisement is dropped.
7. Contestants may compete only for the article to be awarded in their respective districts.
8. Candidates are not restricted to their districts, however, in the matter of securing votes. Votes may be procured in any section of the city and cast for any contestant, regardless of districts.
9. The contest is now on and continues until 12 o'clock (midnight), February 28, 1913.
10. The relative standing of contestants, as well as any changes in the rules governing the contest, will appear in The Washington Herald from time to time.

Nomination Blank.

THE ADVOCATE,1912.

THE WASHINGTON HERALD:

Dear Sir—Please enter below as a candidate in The Washington Herald \$25,000 Voting Contest.

Name Dist. No.

Address Tel. No.

Nominated by

Upon acceptance of this nomination, the nominee will be credited with 1,000 votes in the contest as a "starter." Only one nomination accepted for each nominee.

Cut out this blank and mail to The Washington Herald Contest. Note that each entrant will be credited with 1,000 votes as a "starter."

Washington's Newest and Most Interesting Establishment

The Herald Contest Store 714 Thirteenth St. Northwest



THE Advocate has transformed the first floor of the new headquarters of The Herald's \$25,000 contest into a live, hustling store, where practically all the products advertised in connection with the contest will be on sale.

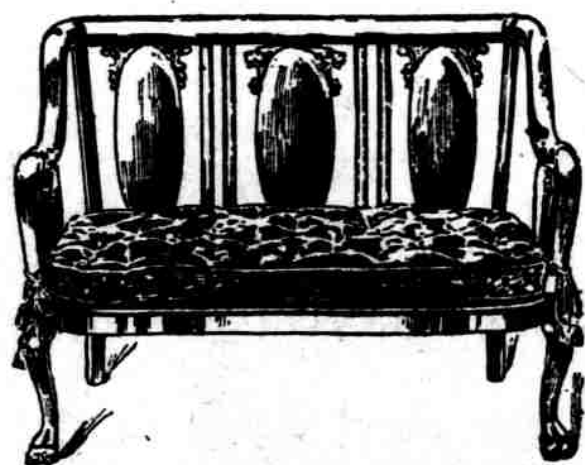
The object is not to compete with the merchants of the city, but to insure contestants and their supporters of one place where ALL the manufactured products with which votes are given can be found. It is for the convenience of those who have difficulty in getting these goods at their regular dealers.

The Advocate will conduct a wholesale as well as a retail business. Merchants are invited to bring or send in their orders. Immediate delivery is assured.

THE CONTEST STORE IS GROWING FAST

It's the Liveliest, Busiest, Most
Interesting Spot in This City.

Such a variety of products on sale that the store is a real wonderland for shoppers. Merchants who give The Advocate their wholesale orders are assured of prompt delivery.



Extra
Award
To Be
Given
By The



LANSBURGH
FURNITURE and CARPET
COMPANY

512 Ninth Street N. W.

The winner of the \$5,000 house and lot will receive this magnificent \$150 Parlor Set as a special award from the Lansburgh Furniture and Carpet Company. This set is being exhibited at the contest headquarters, 714 Thirteenth Street Northwest. To be eligible for this additional award it is necessary that you register your name at the Lansburgh store.



Bohemian Style

"PERFECT
BREW"
"The Beer for You"



The rich flavor and muscle-building properties of choicest hops and grains make Perfect Brew the beer par excellence.

Caps with letter "W" redeemable for 10 votes in The Herald contest. All first-class bars, cafes, and hotels. Family trade supplied at \$1.75 case. 50c rebate on bottles.

MONUMENTAL BREWING COMPANY,
Washington Branch, 7th St. and Rhode Island Ave.



The
Big
5c
Can

Excellent quality.
Labels redeemable at Herald office for 5 votes in \$25,000 contest.



These caps redeemable for 10 votes each in The Herald \$25,000 contest.

EVERY 1 LB. ELK GROVE BUTTER GOOD FOR 5 VOTES IN HERALD CONTEST.
Every day at every meal—serve
ELK GROVE BUTTER
GOLDEN & CO., 922-928 La. Ave.

ASK FOR
"Society"
Chocolates
"THIS SIGN MEANS PURITY."
Box tops redeemable for one vote for each penny of retail sale price.
Frederick W. Lippa, Baltimore, Md.
Makers.

Special Blend Coffee, 25c lb.

Bag Good for 25 Votes.

W. D. Breakfast Coffee, 28c lb.

Bag Good for 28 Votes.

The Coffee Par
Excellence.

Save the
Bags and
Get
Votes.

Armour's
Illinois Special
Butterine,
25c, the highest
grade manufactured.

Washington
Dairy Company,
940 LOUISIANA AVENUE.
Phone Main 5908.

We Deliver Goods to All Parts of City.
We give Herald \$25,000 contest votes.

UNIVERSITY
CLUB
GINGER ALE
Demand it purity and
taste.
Bottle Caps good for 10 votes.

Marco
5 AND 10
MACARONI
Carton Redeemable at Herald Office.
5c also, 5 votes; 10c also, 10 votes.

E. S. LEADBEATER & SONS
ALEXANDRIA, VA.
Established 1792
1792
1 Vanilla and Lemon,
10c and 25c Bottles,
and 8 Other Flavors
of Unexcelled
Richness and
Delicacy.
Labels redeemable in The Herald Contest.
10c also, 5 votes; 20c also, 10 votes; 25c also, 15 votes; 30c also, 20 votes.

START NOW
Saving These
Labels,
Also These
on
PRITCH-
ARD'S
Baking Soda,
Indian
Corn Starch.
Labels Redeemable at Herald Office.
5c also, 5 votes;
10c also, 10 votes;
15c also, 15 votes;
20c also, 20 votes.

Carton Redeemable at Herald Office
for 50 votes.
BABER
for
Chills and Fever
CONTAINS NO QUININE.

WHEN YOU BUY
White House Brand
Macaroni
or Spaghetti
In Packages at Your Store.
You Get a Home Product
Made in Washington.
We give Herald \$25,000 contest votes.

THIS BAND
Insures you an extraordinary smoke for 50, and you get 5 votes in The Herald Contest.
COPYRIGHT AFTER-DINNER TRADE MARK
MAKE

THIS BAND
Insures you an extraordinary cigar for 10c, and you get 10 votes in The Herald contest, at The Herald office.
MADE IN THE
OFFTENDER QUALITY SHOP
508 Ninth Street Northwest.
Sold Everywhere.
Herald Contest Votes given with all purchases.

Four \$750 Conover Baby Grand Pianos from Percy S. Foster Piano Co.,
1330 G St. N.W.